



The Vitamin Marketing Experts

March 9, 1998

Dr. Elizabeth Yetley
Director of the Office of Special Nutritionals
Division of Programs and Enforcement Policy
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C Street
HFS-455
Washington, D.C. 20204

Dear Dr. Yetley:

Notice is hereby given pursuant to the requirements of Section 403(r)(6)(21 U.S.C. 343(r)(6) of the Federal Food, Drug and Cosmetic Act of statements of nutritional support which have been made on the label and/or in the labeling in connection with the marketing of the dietary supplement FAMILY ESSENTIALS™ WITH REFERENCE TO ANY CLAIM CONCERNING IRON. FAMILY ESSENTIALS™ WITH REFERENCE TO ANY CLAIM CONCERNING IRON were marketed with these statements of nutritional support on Friday, March 6, 1998. The statements of nutritional support are as follows:

“Essential for production of hemoglobin and oxygenation of red blood cells. Builds up blood quality and increases energy.”

“High doses of iron to help replenish iron level lost during the monthly cycle”

“Iron, to help compensate for iron lost during the menstrual flow”

Very truly yours,

MASON VITAMINS, INC.

Sonia C. Rodriguez
VP Marketing & Regulatory Affairs

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March 9, 1998

Page 2

STUDIES FOR IRON CLAIMS

**“W.H.O. Sponsored Collaborative Studies on Nutritional Anaemia in Indian” Sood, S.K.,
Ramachandran, K., Mathur, M. Quarterly Journal of Medicine, New Series, XLIV, No. 174, April 1975
241-258**

**“The prevention of anamia in pregnancy in primigravidae in the guinea savanna of Nigeria” Fleming,
A.F., Ghatoura, G.B.S. Annals of Tropical Medicine and Parasitology, Vol. 80, No. 2 (1986) 211-233**